Report:

The Finance Stack of Top Performing Companies

Teampay

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Introduction

We're overjoyed to bring you our first ever report on the software and strategies that power finance teams. Thanks to the survey respondents, the report not only covers software choices but also creates a benchmarking structure for finance departments to evaluate their systems.

Trends quickly emerged as we unpacked the data. And while some trends presented a new or unique perspective, one macro trend has been mentioned numerous times in research by the likes of PWC, Deloitte, EY, among others is finance automation.

Finance automation is not robots taking your job. Finance automation means spending less time on tedious, manual tasks, and more time identifying and acting-on strategies to increase your bottom line.

Speaking with survey respondent and customers, we heard that move towards finance automation requires easy-to-use, best-of-breed software that connects their data through simple, but quality, integrations. Moving away from downloading CSVs, post-processing via Excel, and dirty data is crucial in an automated future.

Other departments are already benefiting from automation: marketing (Hubspot, Marketo), software engineering (CircleCI, Kubernetes), sales (outreach.io, ZenProspect), HR (Greenhouse, Workday), and many more. It's the the finance team's turn.

This shift towards finance automation requires an openness to technology, experimentation, and a desire to build systems, not departments. The reward is a more efficient finance department focused on initiatives that the create significant impact.

Innovation is not straightforward, so these changes can create complexity and stress. We here at Teampay are with you to tackle any challenge that lies ahead.
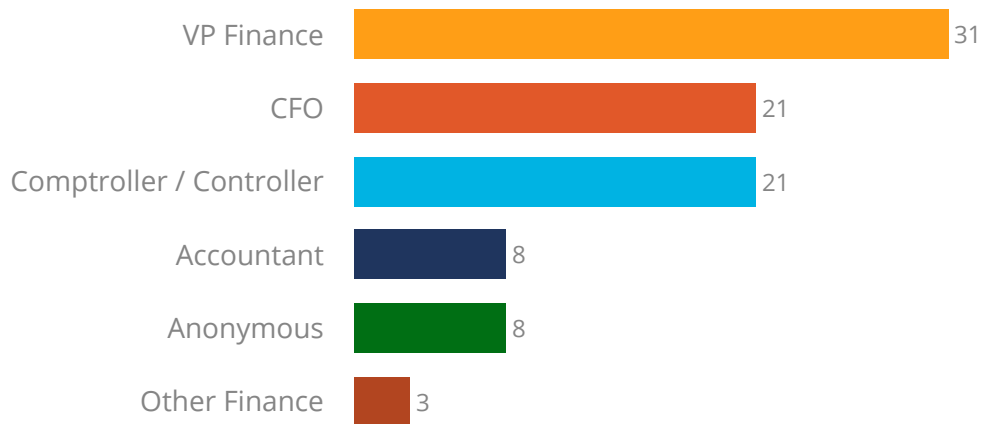
Here's to an automated financial future!

Andrew Hoag
CEO and Founder Teampay

Respondents

Who We Surveyed

Job Title

VP Finance	31
CFO	21
Comptroller / Controller	21
Accountant	8
Anonymous	8
Other Finance	3

Industry

Computer Hardware / Software
Consumer Technology
Professional Services
Agency
Financial Services
Real Estate
Anonymous
Healthcare
Education
HR
Media
Retail
Other
Manufacturing
Entertainment
eCommerce
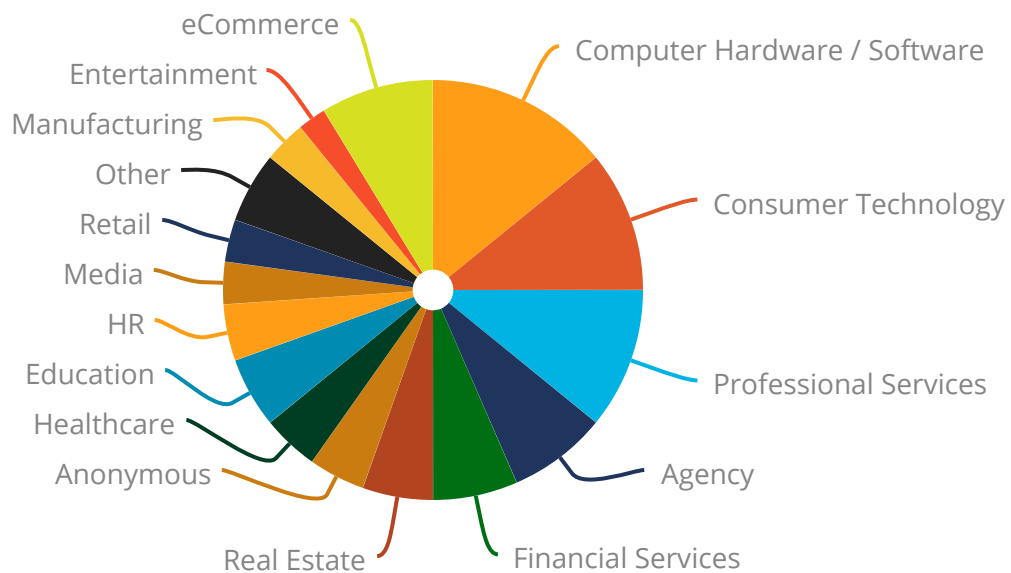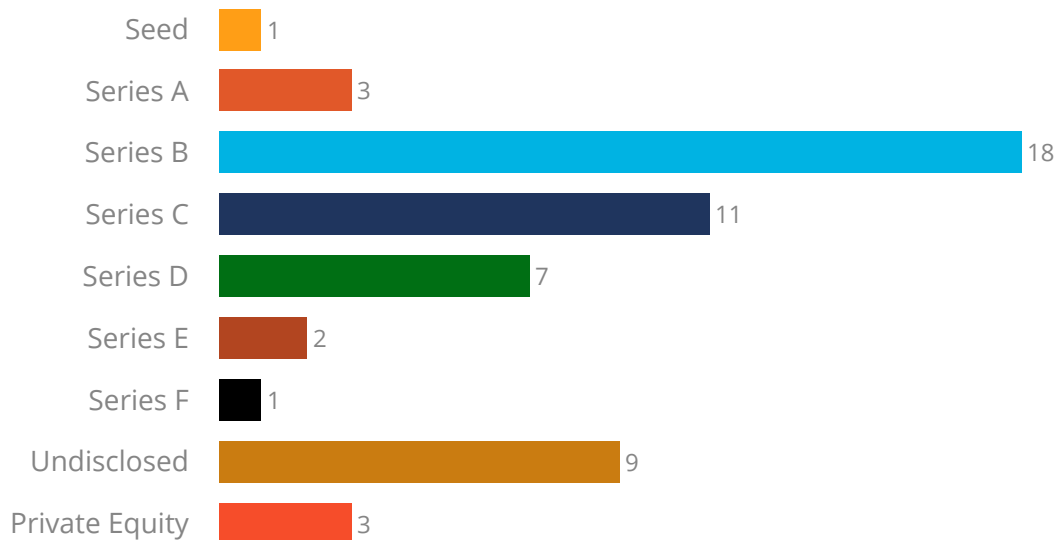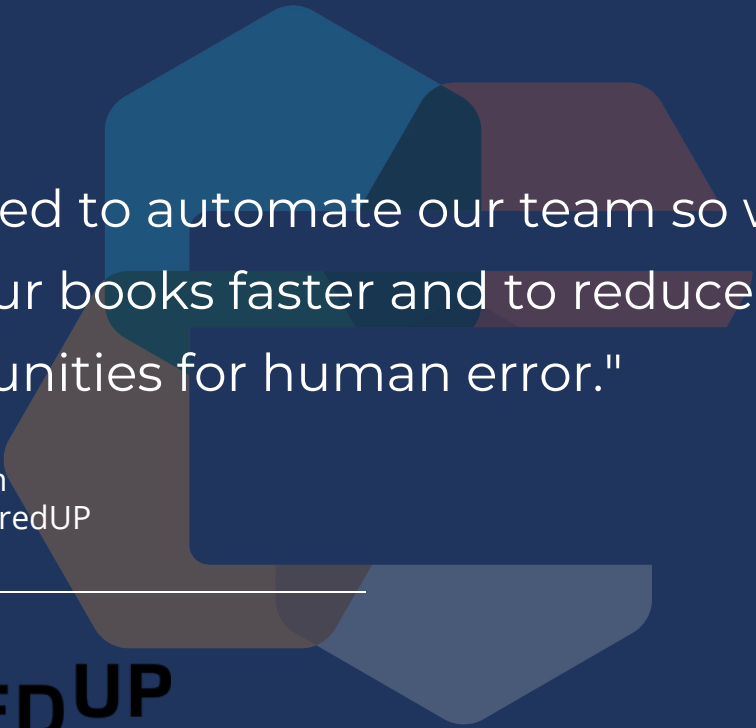
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Funding Data of Surveyed Companies

We reached out to finance professionals at venture capital backed companies via email and social media. Respondents were offered a chance to win a $200 Amazon gift card or $200 to the charity of their choice.

60%
equity funded

$235M
max funding amount

$750K
min funding amount

Most Recent Equity Round

Seed	1
Series A	3
Series B	18
Series C	11
Series D	7
Series E	2
Series F	1
Undisclosed	9
Private Equity	3

Data source: Crunchbase

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"We need to automate our team so we can close our books faster and to reduce the opportunities for human error."

Sean Scanlon
Controller thredUP

THREDUP

Defining Low Performing Companies vs High Performing Companies

We asked respondents to grade their companies financial performance over the past 12 months compared to their competitor(s). Respondents were asked to rank their companies performance zero to four, zero being "very low performing" and four being "very high performing." The average of the respondents answers was **2.9,** and thus we defined top performers as scoring above the average, and low performers as scoring below the average.

Score Distribution
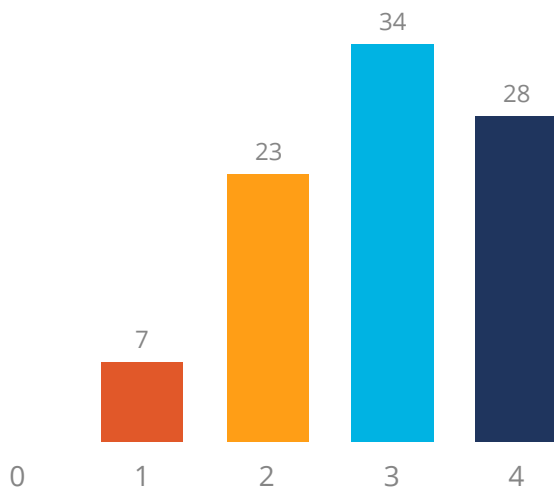
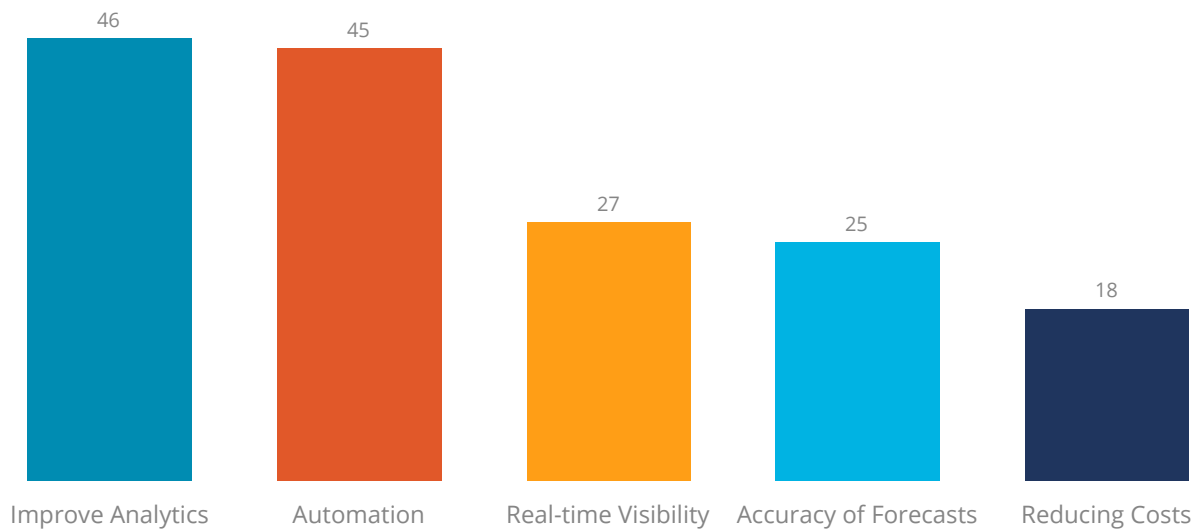## Perfomance Distribution

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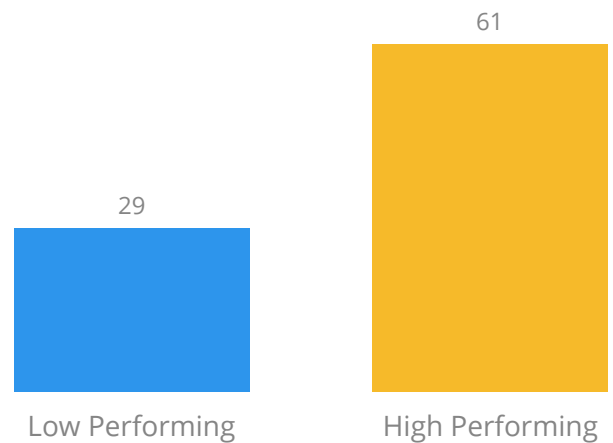
Strategy

Strategic Goals

Top performers are a 1.5X more likely to rate "automation" as a top strategic goal compared to low performers

Top Strategic Goals For All Survey Respondents

46	45	27	25	18
Improve Analytics	Automation	Real-time Visibility	Accuracy of Forecasts	Reducing Costs

Top 3 strategic goals for top performing companies

Automation

Reporting & Analytics

Real-Time Visibility
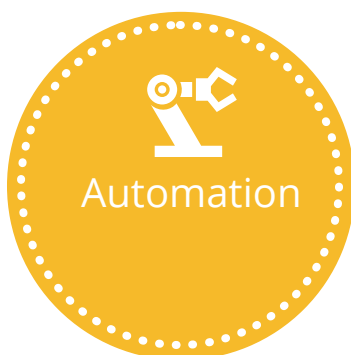
1) Automating functions across the finance department

2) Improve analytics/reporting

3) Real-time visibility into financial performance data

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Strategic Functions

Top performers are a **1.8X more** likely to rate "budget & forecasting" as a top strategic function compared to low performers

Top Strategic Function For All Survey Respondents

Budget & Forecasting	FInance Strategy	Business Analysis	Financial Reporting	Management Reporting
46	30	25	18	17
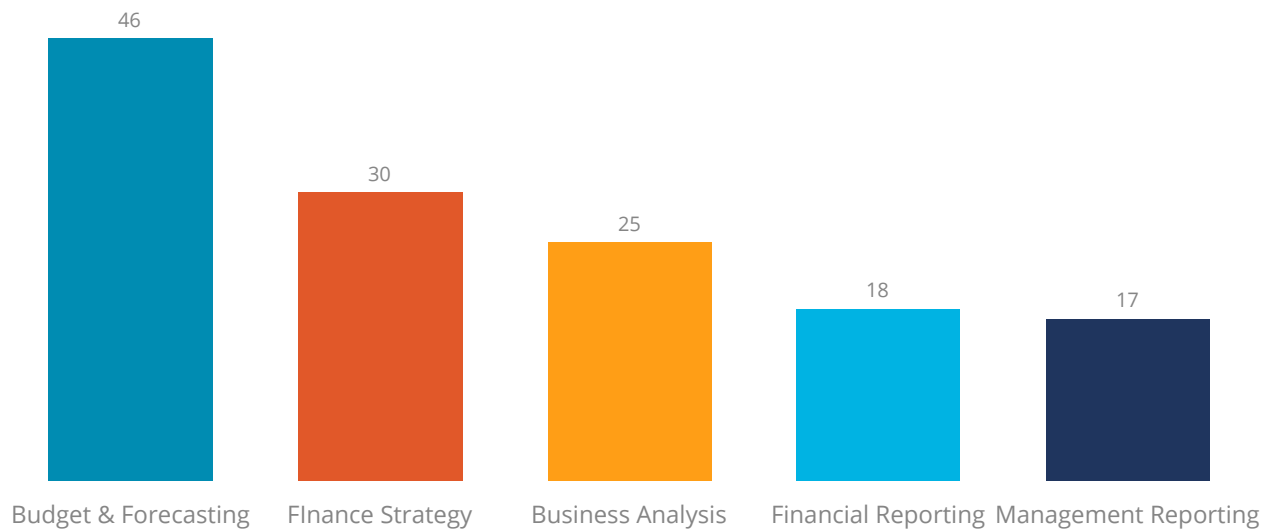
Top 3 strategic functions for top performing companies

$ Budget & Forecasting

Finance Strategy & Planning

Business Analysis

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Software

Budgeting & Forecasting Software

Low performing companies are **4X** more likely to use Excel for budgeting and forecasting than top performing companies

Respondent Software Choices

Low Performers | Top Performers
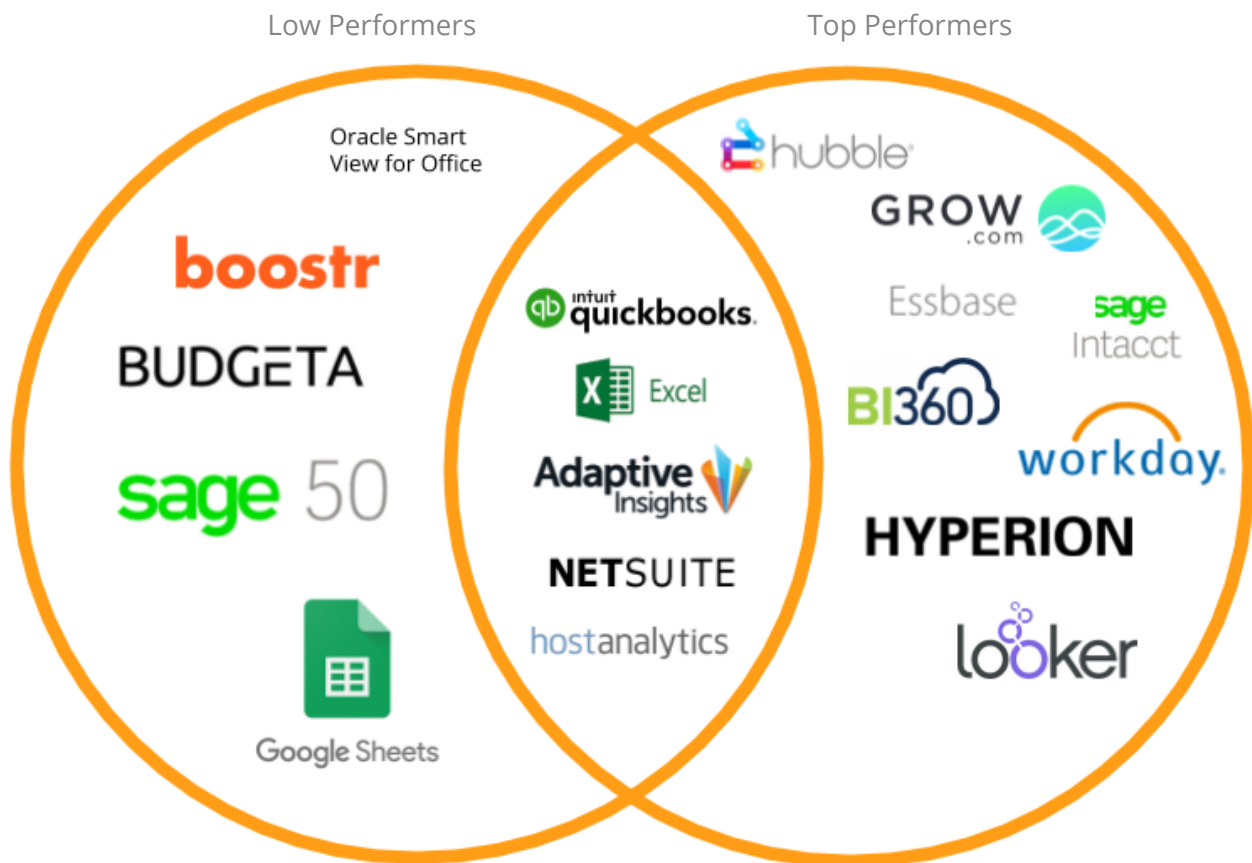
Business Analysis Software

Top performers are 1.8x more likely to not use Excel for Business Analysis

Respondent Software Choices

Low Performers   Top Performers

"We have a cumbersome contract – billing – invoicing – collections pathway and having some more automations and checks/balances would help my small team greatly. Additionally, on the expense side – lots of moving parts between Concur and our accounting system and output to excel that would be nice to have more automated."

Nicole Kennedy
VP of Finance Zen Planner

zenplanner

General Accounting Software

High performers were **2.6X** more likely to report using best-in-class general accounting tools

Respondent Software Choices

Low Performers | Top Performers

sage 50, blackbaud, pegasus, FinancialForce, sage 100

intuit quickbooks, sage Intacct, Microsoft Dynamics, NETSUITE

Excel, LAWSON, Atlas ERP, xero, ORACLE, JD EDWARDS, THOMSON REUTERS ELITE, workday, SAP

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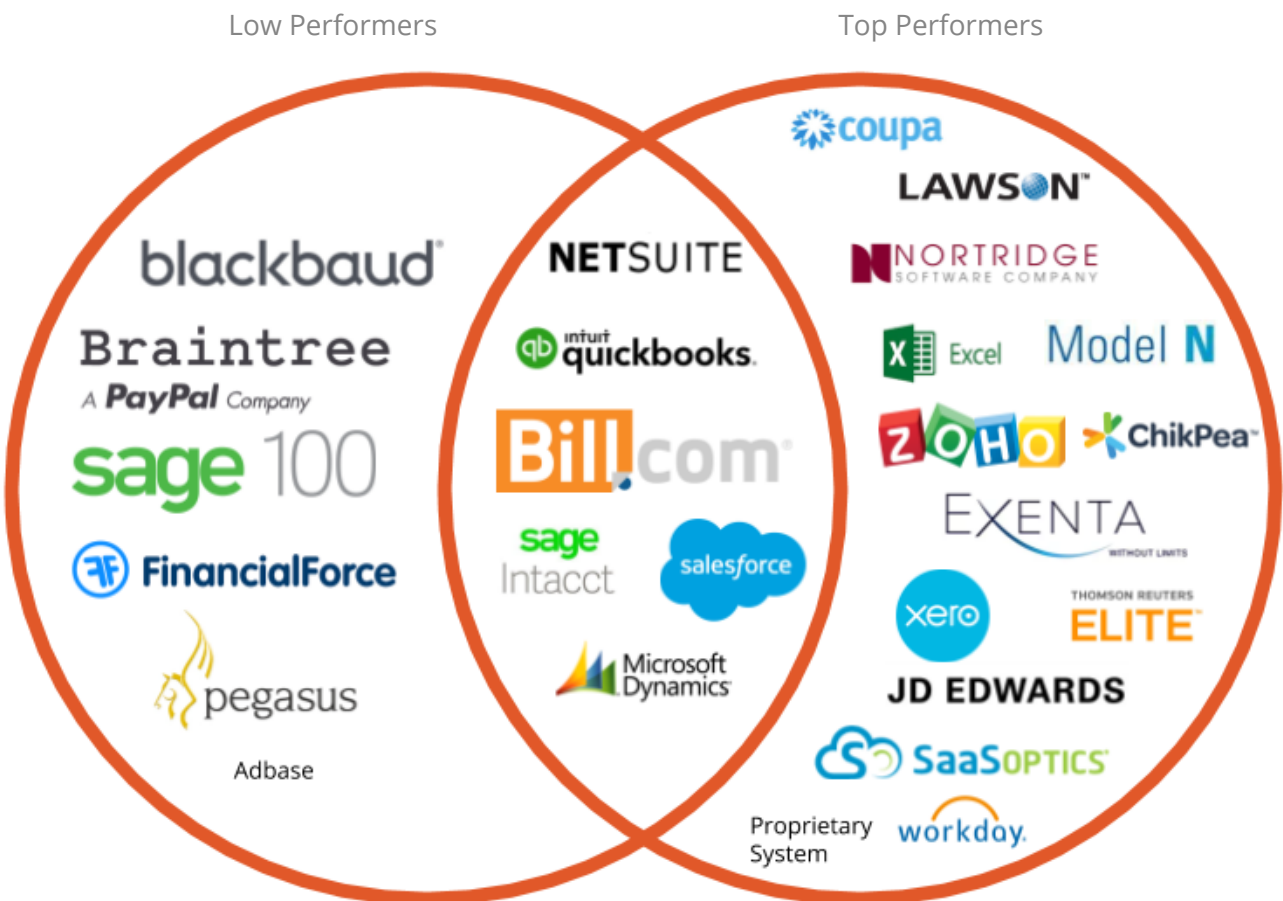
Billing Software

Low performers are 2X more likely to use limited feature billing tools than their top performing peers

Respondent Software Choices

Low Performers | Top Performers

Low Performers: blackbaud, Braintree A PayPal Company, sage 100, FinancialForce, pegasus, Adbase

Overlap: NETSUITE, intuit quickbooks, Bill.com, sage Intacct, salesforce, Microsoft Dynamics

Top Performers: coupa, LAWSON, NORTRIDGE SOFTWARE COMPANY, Excel, Model N, ZOHO, ChikPea, EXENTA WITHOUT LIMITS, xero, THOMSON REUTERS ELITE, JD EDWARDS, SaaSOptics, Proprietary System, workday

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"We run a lean team and that means that we have to automate as much as possible. We also have a lot of demands on us from the organization and we want to spend as much time servicing the organization as we can."

Robert Bailer
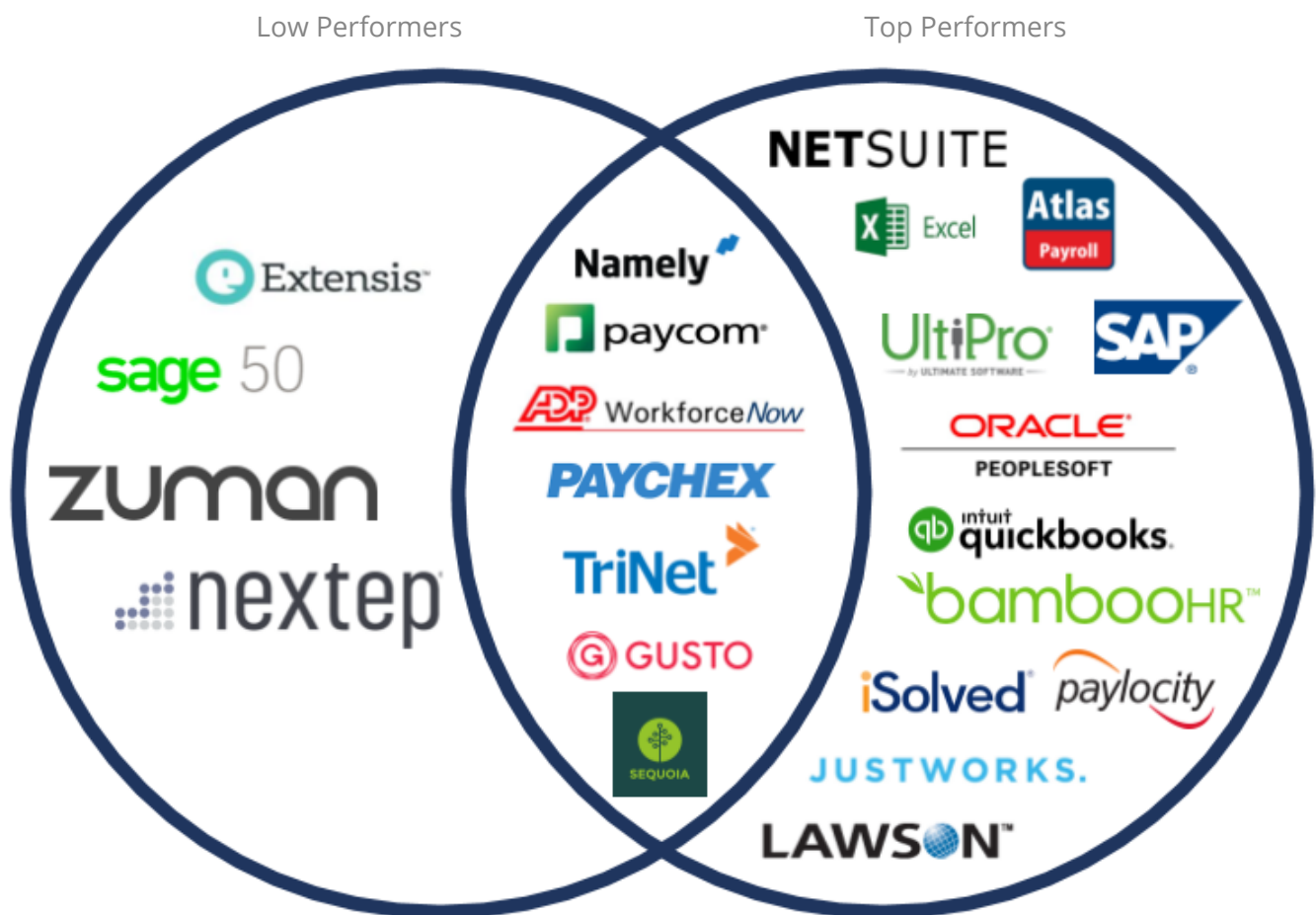Senior Finance Director, DataRobot

DataRobot

Payroll Software

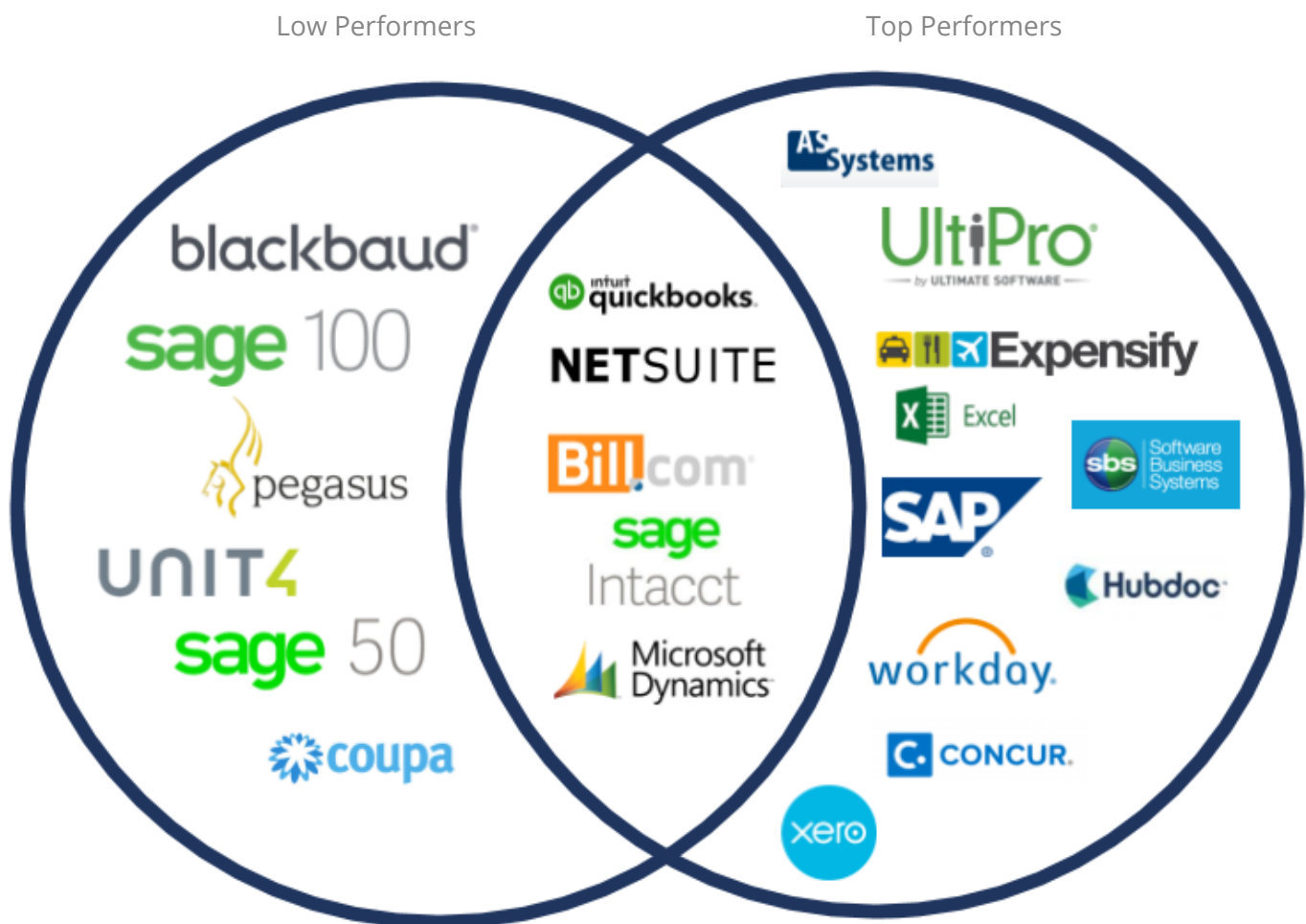Top performers are **4X more** likely to rate their payroll software as "best-in-class" than low performers

Respondent Software Choices

Low Performers | Top Performers

Accounts Payable Software

Only 23% of top performing companies are using limited feature accounts payable software

Respondent Software Choices

Low Performers   Top Performers

Appendix

Appendix

Question: *Please indicate the quality of software/technology tools each of the following departments use. Scale: 1 (very poor) to 5 (best-in-class).*

Software Category	Avergage
Billing	3.18
Budget & forecasting	2.80
Credit management	2.60
Expense management	3.27
Financial reporting	3.16
General accounting	3.40
Management reporting	3.00
Payroll	3.32

Question: *My company's core product offering is SaaS (Software as a Service).*

Yes	62%
No	38%

Question: *My company's primary focus is:*

Focus	
B2B	47%
B2C	11%
Both	16%
Unanswered	26%

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